



GREATER COMFORT
GREATER BEAUTY
for
**YOUR
HOME**



Plan F



Plan G



It's your home, and you want it to have all the beauty and comfort within your reach. If it's a new home you're building—or a present dwelling you're planning to modernize—you want to select your contractor and architect with care. They can give you invaluable aid in helping you to have the kind of home you want.

Equally important are the products that go into the building of your home. These, too, must be chosen with careful consideration, for both their immediate and their future value. Through wise selection of building products, you can own a home that has lasting beauty and charm—a home that is comfortable because it is efficiently insulated—a home whose maintenance costs will be minimized.

Since 1886, The Ruberoid Co. has been manufacturing quality building products which have brought new beauty, comfort and safety with reduction in maintenance costs, for hundreds of thousands of property owners. Today—The Ruberoid Co. offers a wide variety of roofing and building products, in styles and prices to meet any pocketbook. These products possess the important qualities of practicability, long life, beauty, fire safety—vital pluses that enable you to get the most from your building dollar.

If you are planning to build a new home with all its modern conveniences—if you own a home today and are anxious to make it more attractive, modern and livable—investigate the RU-BER-OID Building Products described in these pages. These products can help reduce repair and upkeep expense, and have an important bearing on your home maintenance budget in the years to come.

The RUBEROID Co.

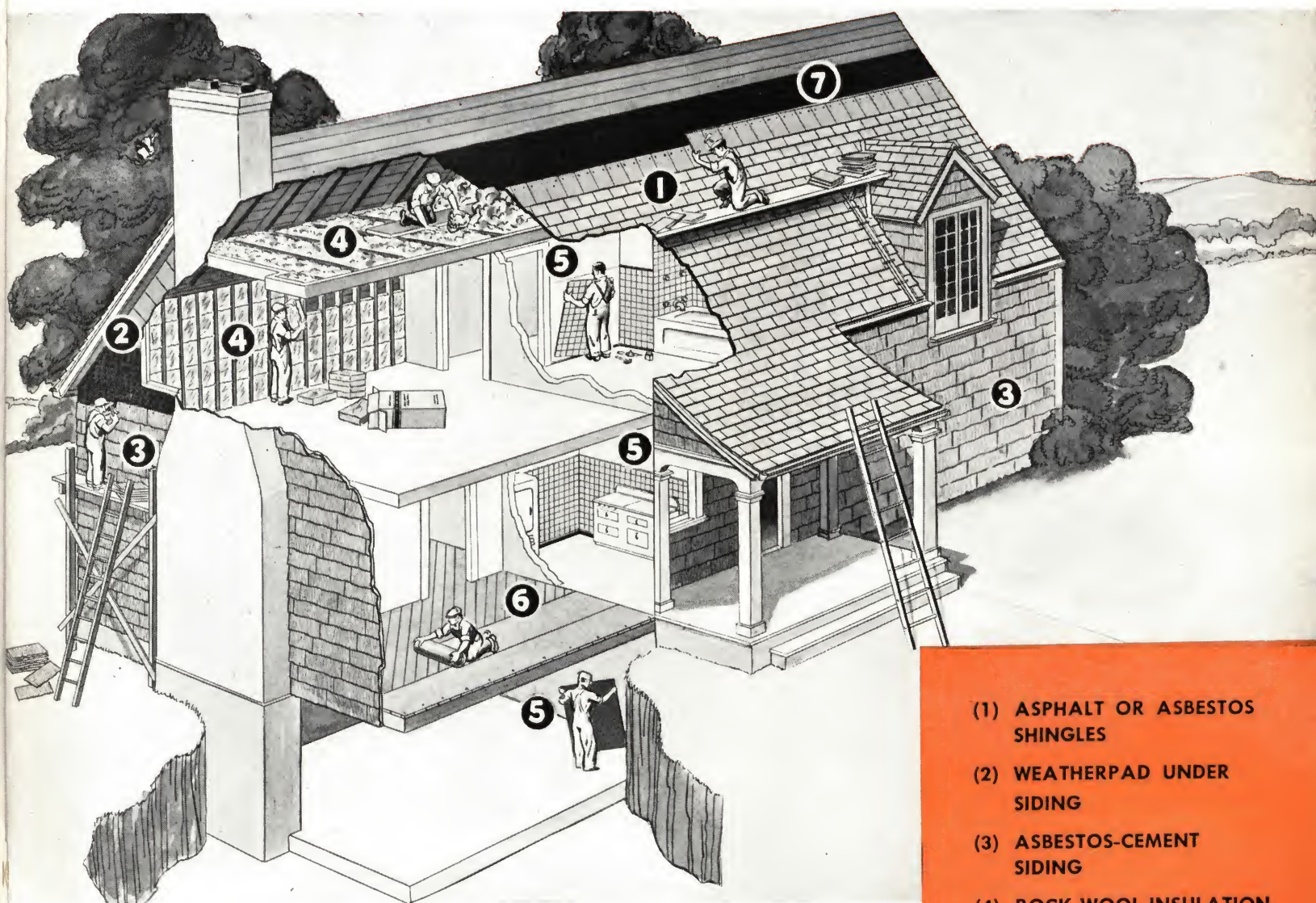
OFFICES

500 Fifth Avenue
NEW YORK, N.Y.

Baltimore, Md.
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ERIE, PA.

5333 South Western Ave.
CHICAGO, ILL.



**RU-BER-OLD BUILDING
PRODUCTS MAKE THE
HOME MORE LIVABLE**

- (1) ASPHALT OR ASBESTOS SHINGLES
- (2) WEATHERPAD UNDER SIDING
- (3) ASBESTOS-CEMENT SIDING
- (4) ROCK WOOL INSULATION (Loose and Bats)
- (5) PANELBESTOS (Decorative Asbestos Wallboard)
- (6) SAFE-N-DRY SHEATHING UNDER HARDWOOD FLOORS
- (7) ASPHALT-SATURATED FELT

First... Let's consider

TIMBERTEX (TAPERED) The charm of weather-aged cypress. Soft colors. Heavy butts. Deep shadows. Staggered alignment, if desired.

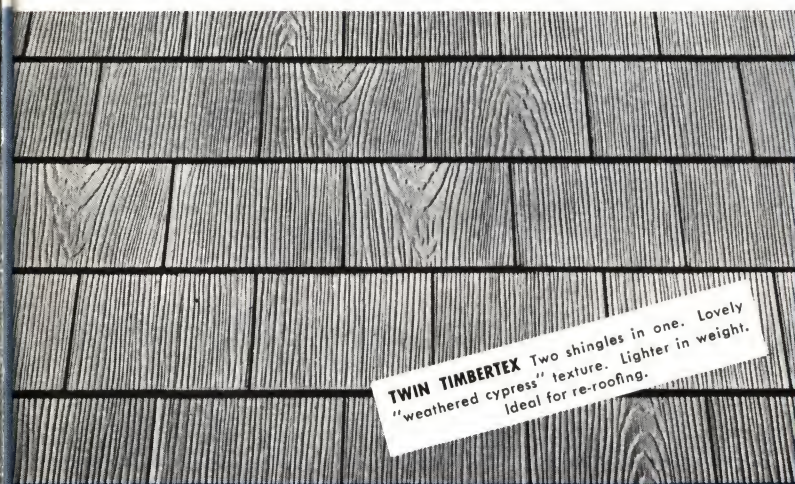
TIMBERTEX DUTCH LAPS "Weathered cypress" texture. Ingenious design effects great economy. Ideal for small homes, and for re-roofing.

RUBEROID -

GOTHIC (TAPERED) Age-old charm. Soft, mellow colors. Random widths and staggered butts, if desired. Heavy butts cast deep shadows.



the ROOF



TWIN TIMBERTEX Two shingles in one. Lovely "weathered cypress" texture. Lighter in weight. Ideal for re-roofing.



TIMBERTEX ECONOTOP Over-size shingle, with "thatched" effect. "Weathered cypress" texture with irregular butt lines. Extremely economical.

ETERNIT ASBESTOS-CEMENT SHINGLES

BEAUTY OF TEXTURE, FIRE-PROOF, ROT-PROOF, TIME-DEFYING

A good roof above all! No part of the structure of your house is more important. A good roof is a high-grade investment . . . and your selection of the proper roofing deserves careful consideration.

You want that roof to have beauty and strength. You want it to be weather-proof, fire-proof, time-defying. And you expect a reasonable first cost and low upkeep expense.

All these qualities are found in RUBEROID-ETERNIT Asbestos-cement Shingles—the choice of thousands of home owners the country over.

These Asbestos-cement Shingles are made of two practically indestructible, fire-proof materials—Portland cement and asbestos fibres. An ingenious building up process insures remarkable strength and resiliency. When finally subjected to tremendous hydraulic pressure, these shingles acquire great density and are water-proof, rot-proof and fire-proof. Eternit, as the name implies, is truly an ageless product.

RUBEROID-ETERNITS are extremely attractive in appearance. They are made in a variety of shapes, textures, colors and weights. This variety enables you and your builder to select the shingles best adapted to the architectural style of your home—and in keeping with your pocketbook.

You can use these shingles either for new construction or for re-roofing over old shingles. The variety of beautiful colors is produced by the use of pure mineral oxides. These colors are an integral part of the entire shingle, not merely on the surface.

RUBEROID Asbestos-cement Shingles are surprisingly low in initial cost—and the first cost is usually the last. Once applied, they require no periodic painting or staining to prolong their life. Maintenance costs are practically eliminated. Note the various types illustrated above. Choose the roof that fits the architectural design of your home—and your pocketbook.



(Left) Note the charm of Gothic Asbestos-cement Shingles on the roof of this residence.

No need to rip off old Shingles. Apply RUBEROID-ETERNIT Shingles right over the old roof. Save expense—get added insulation value.

Another First

For Roofs

RU-BER-OID

ASPHALT SHINGLES

**COLORFUL BEAUTY, FIRE-RESISTING,
LOW UPKEEP, LONG LIFE**

RU-BER-OID Asphalt Shingles—lower in price than Asbestos-cement Shingles—afford remarkable roofing value. Ruberoid has spent the last half century building better asphalt roofing . . . for your security.

Today—Ruberoid offers even greater improvements in Asphalt Shingles. These improvements are new and beautiful textures, deeper shadow lines, finer color harmonies.

With these improvements, you still have all the qualities that have made Ruberoid Asphalt Shingles so popular—low cost, ease of application, strength, fire- and weather-resisting features, long life and low up-keep costs.

Thousands of RU-BER-OID Roofs—in all parts of the world—have stood the test of time and weather for 20 to 30 years—convincing testimony of RU-BER-OID's long life and economy. RU-BER-OID Roofs on homes, schools, churches, hotels, museums, offices, industrial and farm buildings, have made good in every corner of the globe, regardless of climatic or weather conditions.

Colorful Asphalt Shingle Roof (Massive Units) on English-type home.



MASSIVE UNITS Extra size, extra weight, extra rigidity. Extra protection where wear is hardest. Variety of attractive colors.



MASSIVE SQUARE TABS 40% thicker than ordinary asphalt strip shingle. Tremendous strength. Extra weather protection. Choice of many colors.



TEXTURED THICK BUTT STRIPS "Wood grain" texture. Double thick butts. Extra weather protection. Deep shadows. Many colors and color blends.



TEX TABS 3-tab Hexagonal Shingle. "Wood textured" surface gives depth and softness. Carefully blended colors.



Harmonize

YOUR ROOF with the **architectural style of YOUR HOME**

Color! Today color plays an important part in your life. You want your home to be beautiful. You want color to blend with the architectural style of your home, and with scenic surroundings. The roof of your home must be not only weather-tight, durable and resistant to fire—but in harmony! People see the roof *first*.

Ruberoid color experts have produced for you an amazing range of harmoniously blended colors—greens, reds, browns, grays, blue-black, purples, and many beautifully blended color tones.

The Ruberoid line offers you a color or color blend that will harmonize with the architecture of your home—blend with your color scheme and suit your individual taste. Illustrated on this page are homes, Ruberoid-roofed, which have achieved these aims.



Second...

Let's look at

RUBEROID

COLONIAL TIMBERTEX Reproduces "weather-aged" cypress. Water-repellent surface. Three attractive colors—Steel Gray, Silver White, Sno-White.

THATCH TIMBERTEX "Weathered cypress" texture. Water-repellent surface. Irregular butt line. Three colors—Steel Gray, Silver White, Sno-White.



BEAUTIFUL

NEVER

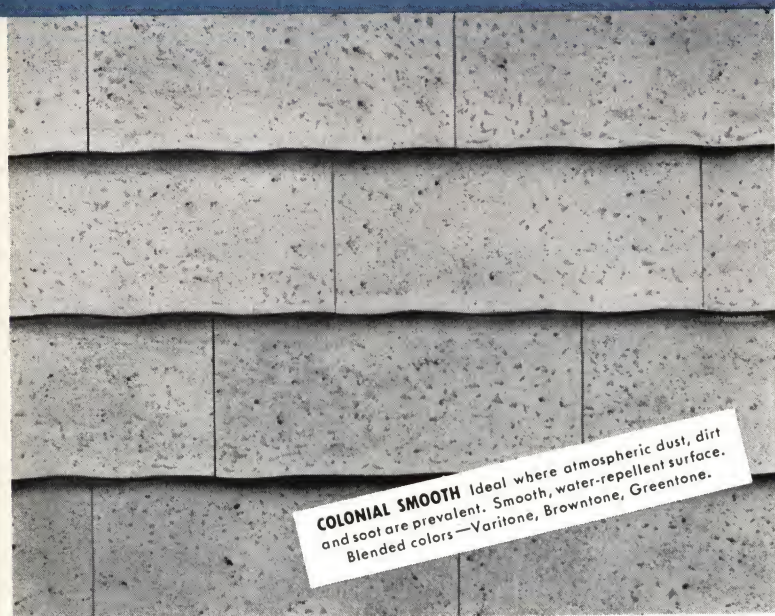
Here's the ideal sidewall for your home—Eternit Asbestos-cement Siding. It's a permanent sidewall material which adds years of architectural beauty and charm to your home and makes maintenance costs the least of your worries.

These Asbestos-cement Sidings are designed especially to help eliminate periodic paint bills and other upkeep costs. Made of the finest grade of Portland cement and asbestos fibres, they are rigid, strong, absolutely fire-proof and termite-proof. They will give your home lifetime weather and fire protection.

A home made beautiful with Eternit "Timbertex"
Thatch Asbestos-cement Siding.

EXTERIOR SIDEWALLS

ETERNIT ASBESTOS CEMENT SIDINGS



COLONIAL SMOOTH Ideal where atmospheric dust, dirt and soot are prevalent. Smooth, water-repellent surface. Blended colors—Varitone, Browntone, Greentone.



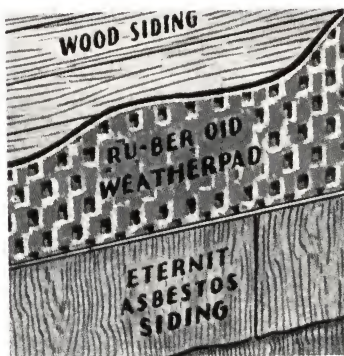
BRICK-TYPE Appearance of brick veneer at low cost. "Wire-cut" texture. Individual "bricks" set out. Red-tone and Bufftone.

UL, FIRE-PROOF, ROT-PROOF,
REQUIRE PAINT TO PROLONG THEIR LIFE

Eternit Sidings may be obtained in wood-grain texture in colonial and thatch designs; with a smooth texture in colonial or weatherboard design; and in a design that simulates brick.

APPLICATION

For new buildings, Eternit Asbestos-cement Sidings are applied over a water-proof insulating felt, or RU-BER-OLD Weatherpad—an indented felt blanket coated with asphalt and surfaced with ground cork on one side. When applied over old clapboards, shingles or stucco, the use



of RU-BER-OLD Weatherpad increases the insulation and damp-proofness of the building. The added "dead" air space between the sidings provides further insulation, keeping Summer heat out, reducing fuel costs.



WEATHERBOARD Sno-white, with a smooth surface. Gives clapboard effect with shadow lines. Ideal for new construction or modernization.

COMPARE!

**RUBEROID-ETERNIT ASBESTOS-CEMENT SIDING
CHANGES THESE HOUSES
LIKE MAGIC!**



BEFORE

Dark, gloomy residence given new beauty with Silver-White Colonial Timbertex Siding. Home also re-roofed with RUBEROID-ETERNIT Gothic Shingles.



AFTER

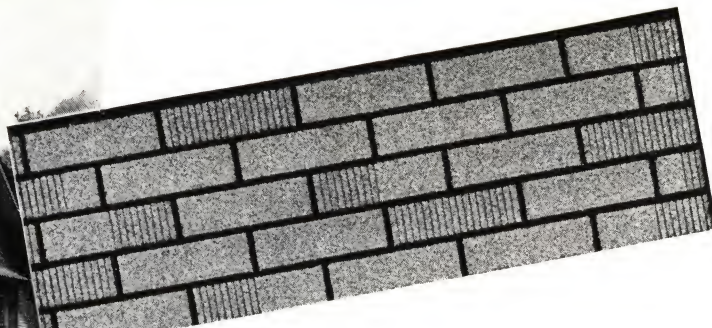
(Below) A badly-cracked stucco home transformed in appearance with Colonial Timbertex Asbestos-cement Siding.

BEFORE



AFTER





ARISTO-BRIC A rigid, siding panel. Combines insulation, weather-proof asphalt coating and brick design in one. True brick colors. Charming "wire-cut" tapestry brick effect.

RU-BER-OLD ASPHALT SIDING

LOOKS LIKE BRICK, LONG-WEARING, FIRE-RESISTANT, REDUCES FUEL COSTS

Perhaps you've always admired the beauty of brick. It gives a home mellowness and quiet dignity.

Today—your home can have the appearance of brick at moderate cost.

Ruberoid offers three different types of Asphalt Siding simulating brick.

The newest of these sidings is Aristo-Bric. This is a rigid panel siding. It combines ½-inch asphalt sealed insulation board with a protective coat of mastic asphalt in which are embedded fire-resisting mineral granules in brick design. You get both beauty and insulation in one of the finest asphalt sidings on the market.

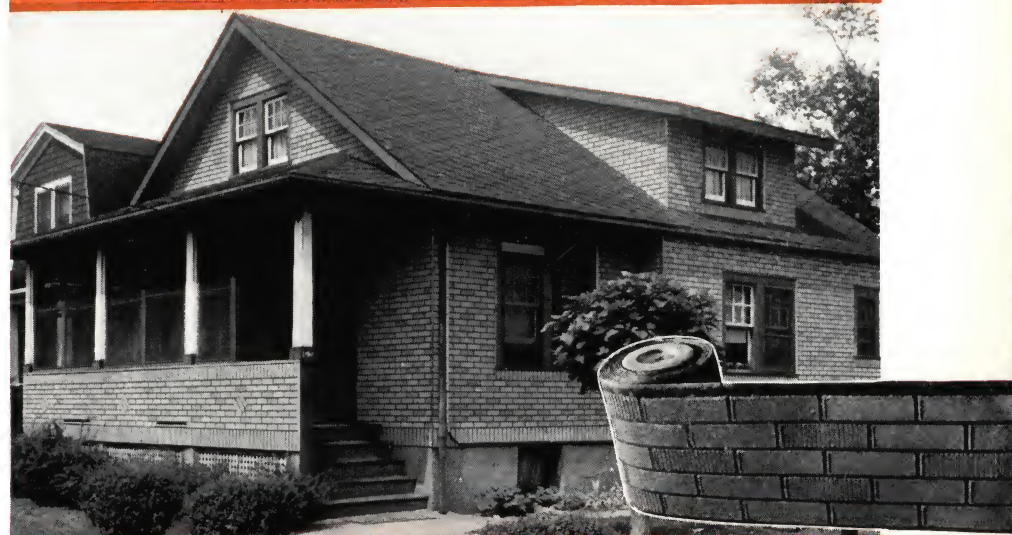
Next—and at a more moderate cost—is Brick-Style. This siding, in strip form, has soft, true-brick tones with a choice of contrasting "mortar lines." Only the best of materials—felt, asphalt, and heavy mineral granules—go into RU-BER-OLD Brick-Style Siding, your assurance against the wear and tear of time.

Third—and still less expensive—is Brik-Strip Siding in roll form. It, too, is a faithful reproduction of real brick. The mellow colors, the "Wire-cut" texture and decorative soldier courses are true to the last detail.

All three sidings are fire-resistant, never require paint to prolong their life, reduce fuel and maintenance costs.



BRICK-STYLE Siding in strip form with extra heavy butts. Looks like "wire-cut" brick. Many attractive colors and color blends.



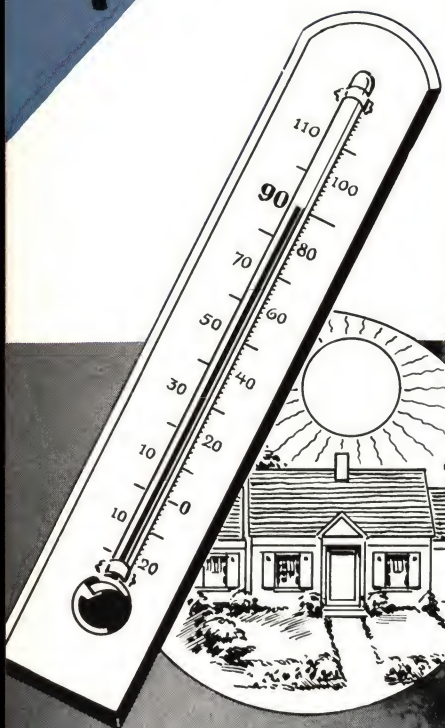
BRIK-STRIP Inexpensive brick-type asphalt siding in ROLL FORM. Attractive—with "wire-cut" texture. Deep red, buff or tapestry blend.

Third...

Let's consider

RU-BER-OID

Keeps homes cool in Summer . . . reduces
FIRE-PROOF, ROT-PROOF,



INSULATION . . .

ROCK WOOL

**fuel costs up to 30% in Winter
VERMIN-PROOF!**

In this home of yours—you want to select your insulating material with great care. You want to get all the advantages of a properly insulated house—savings in fuel costs, increased Summer comfort, elimination of drafts, and a material increase in the re-sale value of the building.

Rock Wool in its recommended thickness of 4 inches, is the most efficient, practical and economical insulation. Indestructible—it is absolutely vermin-proof and inert toward moisture.

Rock Wool is unaffected by acids or alkalis. It is in itself not only fire-proof, but when applied, it fills various spaces which would otherwise act as flues in case of fire.

You can insulate your attic at modest cost. Since heat rises and a high percentage of the heat loss is through the roof—insulation of the roof is the most practical and economical way to insulate a home. You will effect savings up to 30% in fuel costs in Winter. And, in Summer, your home will be cooler.

If you are building a new home—place Rock Wool in sidewalls, as well as in the top floor ceilings to achieve maximum insulating efficiency.

Rock Wool comes in various forms. Forms and methods of installation are illustrated.



INSTALLING KRAFLINED GIANT BATS. Ideal for sidewalls and rafters. Quickly applied. Each bat backed with moisture-resistant paper.



HANDPACKING LOOSE ROCK WOOL in between studs or joists. Less expensive to purchase—more expensive to apply.



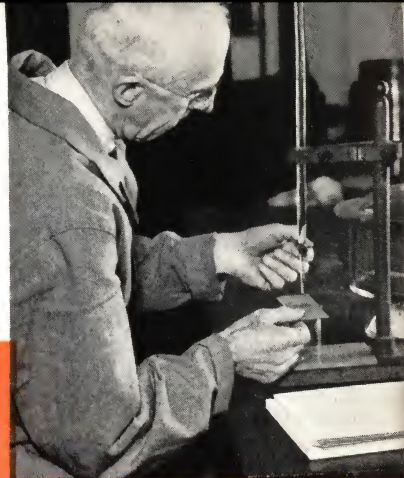
BLOWING GRANULATED ROCK WOOL in between floors and joists. Can also be hand-poured.



BLOWING GRANULATED ROCK WOOL by pneumatic method into sidewalls.

Fourth... Let's look at

THE COMPANY BEHIND RU-BER-OID PRODUCTS



Research laboratories are maintained in each factory. In a single month, more than 12,000 tests were made in one plant alone.

WHEN you buy building materials, you are making important purchases—products which must serve you well and for a long period of years. It is important to know that the company behind these products is a responsible, firmly established and progressive organization.

Nearly half a century ago in an unpretentious plant at Bound Brook, New Jersey, there appeared the first roll of ready-to-lay roofing ever made. It was christened RU-BER-OID, and, with its birth, a great industry was founded. Without testing laboratories to measure its future worth, without advertising to proclaim it, its value had to be proved the hard way—by tests on roofs. Remarkable service records—first 10 years, then 20, and then 30—were built up, and with them came public approval.

Today, as a result of the public's demand for quality, the first tiny Ruberoid plant has grown into 11 large factories—with thousands of employees. Strategically located, these factories manufacture more than 100 different roofing and building products made from asphalt or asbestos-cement—two time-defying materials. You will find in the Ruberoid line a product to fit every building need and every purse.

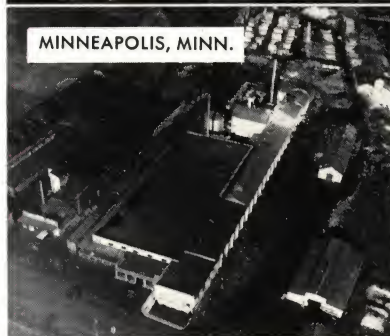
What caused this rapid and gigantic growth? In one word, it may be termed confidence. Confidence by the public that any RU-BER-OID Product represents the utmost in value. Confidence that the company, through its able research department, ceaselessly tests to maintain exacting quality standards. Confidence that the company's engineers and research chemists are abreast of the times, constantly working for new and better products to bring you new measures of beauty, durability, safety and economy.

Confidence that the 12,000 building supply dealers and applicators selling RU-BER-OID Products are carefully chosen—to give you the type of service and advice in keeping with The Ruberoid Co.'s own policy of square dealing.

It's on this basis of confidence that we ask you to choose your roofing and building products. The name of the maker, The Ruberoid Co., is one of the finest safeguards of satisfaction—your assurance that your money is well spent. In this spirit, we urge you to mail the postcard on the opposite page.



JOLIET, ILL.



MINNEAPOLIS, MINN.



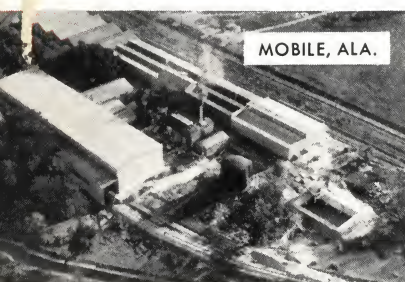
ST. LOUIS, MO.



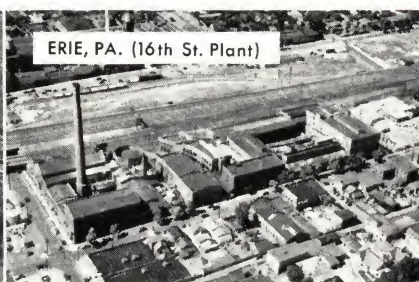
GLOUCESTER, N. J.



BALTIMORE, MD.



MOBILE, ALA.



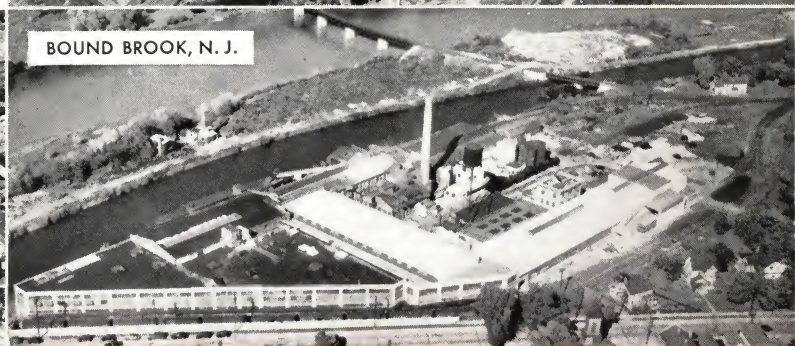
ERIE, PA. (16th St. Plant)



ERIE, PA. (Lake Plant)



MILLIS, MASS.



BOUND BROOK, N. J.

FOR FURTHER INFORMAT

RU-BER-OLD FINANCE PLAN

Fifth...

Enjoy Modernization Comforts at F.H.A. Time Payment Rates

NOW—you can make those necessary repairs or improvements to your home that you've always wanted.

You can apply a new roof, add a porch, or attic room, apply new sidewalls, refinish your bathroom or kitchen walls and pay for these repairs as you would buy a new automobile or electric refrigerator. For your convenience, The Ruberoid Co. will arrange to finance home improvement jobs. This enables you to make repairs and improvements to your home, and pay for them out of income. There is no down payment or red tape to delay you.

Modernize today and thus enjoy the increased protection, comfort and re-sale value these improvements will bring you—while you are paying for them.

THE AUTHORIZED RUBEROID DISTRIBUTOR

No matter how much you plan to spend on your new home or how extensive your improvements may be, if you don't

get the finest grade of materials and expert workmanship . . . you are bound to be disappointed and lose money in the long run.

When you buy the materials bearing the trade mark "Genuine RU-BER-OLD" or "ETERNIT," from an Authorized Ruberoid Dealer, you can be certain that you are getting the best that painstaking research, skilled workmanship and years of experience can produce.

Today 12,000 dealers recommend and sell RU-BER-OLD and ETERNIT Shingles, Sidings and allied building products. They are the type of distributors that command your confidence.

We will be glad to advise you where you can buy RU-BER-OLD Products in your community. If you wish additional descriptive literature on RU-BER-OLD Products, write The Ruberoid Co., Executive Offices, 500 Fifth Avenue, New York, N. Y.

OTHER RU-BER-OLD BUILDING PRODUCTS

ROLL ROOFINGS: Genuine RU-BER-OLD, the original prepared ready-to-lay roofing, has been a standard of quality for nearly fifty years. No expense is spared to make this the finest roll roofing possible. There are many examples today where it has given service on roofs for more than 40 years, and is still in good condition.

Furnished in 36-inch wide rolls, it is available in a number of weights and grades with smooth finish or mineral surfacing. It is ideal for use on barns, sheds, etc.

BUILT-UP ROOFING: Built-up Roofs consist of several layers of felts mopped in with Roofing Asphalt. There are three types of Built-up Roofs: Coal Tar Pitch (gravel or slag finish); Asphalt Felt and Asphalt (slag finish); and Asbestos Felt and Asphalt. The Ruberoid Co. can supply material for any of these three types of roofs, with specifications to suit your needs.

INSULATING PAPERS FOR WATERPROOFING: RUBEROID manufactures a complete line of building papers, including Safe-n-dry, a

made by combining two or more sheets of kraft paper with water-proofing asphalt between, reinforced with layers of woven jute fabric. Because of the construction, they possess unusual strength and durability. They are ideal for sheathing under sidings, for use under floors to prevent buckling and around window frames for eliminating drafts.

ROOF COATINGS (For Preserving Roofs): RU-BER-OLD

PLEASE SEND

- (1) Floor plans illustrated on cover of this booklet.
Check plans desired ☐ A ☐ B ☐ C ☐ D ☐ E ☐ F ☐ G ☐ H
- (2) Supplementary literature on the following products:

| | |
|--|--|
| <input type="checkbox"/> Asbestos-cement Shingles | <input type="checkbox"/> Asphalt Siding |
| <input type="checkbox"/> Asphalt Shingles | <input type="checkbox"/> Rock Wool Insulation |
| <input type="checkbox"/> Asbestos-cement Siding | <input type="checkbox"/> Kraft Building Papers |
| <input type="checkbox"/> Send me the name of your nearest Ruberoid Dealer. | |

Name

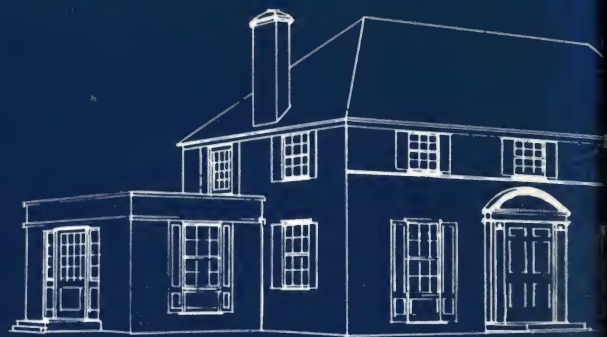
Address

City State

ION WRITE...



Plan D



Plan C



Plan B



Plan H



Plan A



Plan E

